

DENMAN & Company, LLP

Certified Public Accountants and Business Consultants

Board of Directors
Greater Des Moines Convention and Visitors Bureau, Inc.

In planning and performing our audit of the financial statements of Greater Des Moines Convention and Visitors Bureau, Inc. as of and for the year ended June 30, 2010, in accordance with auditing standards generally accepted in the United States of America, we considered Greater Des Moines Convention and Visitors Bureau, Inc.'s internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control.

Our consideration of internal control was for the limited purpose described in the preceding paragraph and was not designed to identify all deficiencies in internal control that might be significant deficiencies or material weaknesses and, therefore, there can be no assurance that all such deficiencies have been identified. However, as discussed below, we identified a deficiency in internal control that we consider to be a significant deficiency.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct misstatements on a timely basis. A material weakness is a deficiency, or combination of deficiencies in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. We did not identify any deficiencies in internal control that we consider to be material weaknesses.

A significant deficiency is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance. We consider the following deficiency in the Bureau's internal control to be a significant deficiency.

Employees and management lack the training to prepare the Bureau's financial statements in accordance with generally accepted accounting principles, particularly in the area of adequate disclosure. Accordingly, the Bureau engaged Denman & Company, LLP to assist in assembling and drafting the financial statements. Denman & Company, LLP cannot establish or maintain the Bureau's controls, including monitoring ongoing activities, and accordingly, the fact that Denman & Company, LLP is engaged for this purpose does not affect or mitigate this internal control weakness.

This communication is intended solely for the information and use of management, the Board of Directors, and others within the Bureau, and is not intended to be and should not be used by anyone other than these specified parties.

Denman & Company, LLP

DENMAN & COMPANY, LLP

West Des Moines, Iowa
September 20, 2010

DENMAN

& Company, LLP

Certified Public Accountants and Business Consultants

September 20, 2010

Board of Directors
Greater Des Moines Convention and Visitors Bureau, Inc.

We have audited the financial statements of Greater Des Moines Convention and Visitors Bureau, Inc. for the year ended June 30, 2010, and have issued our report thereon dated September 20, 2010. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards, as well as certain information related to the planned scope and timing of our audit. We have communicated such information to you in our meeting about planning matters on August 11, 2010. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Findings

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we will advise management about the appropriateness of accounting policies and their application. The significant accounting policies used by Greater Des Moines Convention and Visitors Bureau, Inc. are described in Note 1 to the financial statements. As described in Note 1, the Bureau adopted the accounting for uncertainty in income taxes as required by the Income Taxes Topic of the *FASB Accounting Standards Codification*. No other new accounting policies were adopted and the application of existing policies was not changed during fiscal year ended June 30, 2010. We noted no transactions entered into by the Bureau during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected. The most sensitive estimates affecting the financial statements were:

Management's estimate of depreciation expense is based on the Bureau's estimated useful life of assets using the straight line method.

Management's estimate of the allowance for doubtful accounts, which is based on the Bureau's historical collections.

We evaluated the key factors and assumptions used to develop these estimates in determining that they are reasonable in relation to the financial statements taken as a whole.

The disclosures in the financial statements are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Corrected and Uncorrected Misstatements

Professional standards require us to accumulate all known and likely misstatements identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management. The attached schedule summarizes uncorrected misstatements of the financial statements. Management has determined that their effects are immaterial both individually and in the aggregate, to the financial statements as a whole.

Disagreements with Management

For purposes of this letter, professional standards define a disagreement with management as a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated September 20, 2010.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation involves application of an accounting principle to the Bureau's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Bureau's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of Greater Des Moines Convention and Visitors Bureau, Inc. and is not intended to be and should not be used by anyone other than these specified parties.

Denman & Company, LLP

DENMAN & COMPANY, LLP

NPO-CX-12.2: AUDIT DIFFERENCE EVALUATION FORM

Organization:

Greater Des Moines Convention & Visitors Bureau

Statement of Financial Position Date: 6/30/2010

Completed by:

BMK

Date: 9/1/2010

Instructions: This form should be used to accumulate known audit differences (AD). All known and likely misstatements greater than the amount considered trivial (documented at **Step 5** of NPO-CX-2) should be listed. This form should not include normal closing entries. At the end of the audit, the auditor should evaluate all uncorrected audit differences, individually and in the aggregate, in relation to individual amounts, subtotals, or totals in the financial statements and conclude on whether they materially misstate the financial statements taken as a whole. The notes following the table provide footnote explanations and a listing of qualitative considerations in evaluating materiality. The form allows for quantifying the effect of misstatements using both the rollover and iron curtain methods, as appropriate. The auditor should review the guidance beginning at paragraph 1112.32 before completing this form.

[illegible]

Conclusion: Based on the results of the evaluation performed above, as well as the consideration of qualitative factors, uncorrected audit differences, individually and in the aggregate, ☒ do not cause the financial statements taken as a whole to be materially misstated. ☐ do